



PROJECT with food for thought

- To what extent are you moved by the desire to support others? Do you have a specific cause or causes you would support?
- What drives your company's commitment?
- What are its distinctive values?
- What company traits or expertise could lend themselves positively to society? To what extent is your company already engaged with the community and its stakeholders?
- What motivates employees?

Thoughts



PERFORM

by putting it all into practice

CHECKLIST

Developing your philanthropic strategy:

- 1. Select the recipients of the company's donations.**
It is not an easy decision to make and needs to be guided by a company developed philosophy.
- 2. Choose the amount to be given.**
Giving to too many beneficiaries reduces the social impact.
- 3. Choose the type of operations** to support—operations, investments, projects, or maybe another area?
- 4. Choose a time frame** over which donations have to be given.
Long-term donations usually fund operations, while short-term monies may be given to projects.
- 5. Choose a degree of commitment.**
Do you have a remote location relationship?
Or do your organisations' teams frequently collaborate?
- 6. What is the degree of control to be exercised over the recipients?**
Are funds only to allocated and then used by the beneficiary in autonomy,
or should the organisation focus on societal impact achieved by the donations?



Getting involved


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